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Advertising Age

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LAST MINUTE NEWS

Du Pont to slash marketing $46M

WILMINGTON, Del.—Du Pont said it will eliminate at least $46 million in advertising, public relations and associated communications costs by the end of 1992. It's part of an overall plan to reduce corporate costs by $1 billion in the next one to two years. The communications cut will result in an initial consolidation of Du Pont's supplier list to less than 10 from 65 and a further consolidation early next year. Survivors so far include: Reese Tomases & Ellick and Lyons Inc., both here; BBDO Worldwide, New York; Young & Rubicam, Wilmington, Detroit and New York; Ketchum Communications, Philadelphia; Saatchi & Saatchi Advertising Worldwide, Rochester, N.Y., and New York; and N W Ayer, New York.

Kellogg to test topped Eggos

BATTLE CREEK, Mich.—Kellogg early next year will start testing Eggo Fruit Top frozen waffles. Designed for the microwave, the product features apple, blueberry, peach and strawberry fruit spreads atop the waffles. Eggo Fruit Top will reach stores in the Northeast in January, supported by spot TV and couponing. Leo Burnett USA, Chicago, handles Eggo.

Green Seal issues standards

WASHINGTON—Green Seal has released its first environmental standards, for toilet and facial tissue products. The group hopes to issue its first seal after products are tested early next year. The paper used

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INSIDE

Rate cut: 'First for Women' deals with circulation problems. **Page 10.**

Ad Review: Little Caesars' spot is cheesy. **Page 37.**

Burnett's discount grab

Agency seeks magazine deals for group of advertisers

By Scott Donaton

Leo Burnett Co. wants magazine publishers to restructure traditional media buying practices by granting the agency volume discounts for a particular group of clients.

The controversial request is being met with stiff opposition by most publishers, who fear that such a plan would open up a "Pandora's box" of rate negotiation.

The Chicago-based agency has approached publishers of women's service, newsweekly and business titles in recent weeks, asking them to allow discounts based on the combined spending of a group of the agency's clients.

The Burnett plan would fundamentally alter media buying in the U.S., where the clout in media negotiations traditionally lies with the individual clients, not the agency.

Most publishers have not yet responded to the request, but many said they would reject it.

"We all play with fire, but this one is over the edge. It doesn't seem to be going over very well."

"We definitely will say no to them," said the publisher of a women's service magazine who asked not to be identified. "We all play with fire, but this one is over the edge. It doesn't seem to be going over very well."

A Burnett spokesman declined to confirm specifics of the plan, but sources close to the agency said Burnett has been exploring agency discounts and hasn't yet received feedback from publishers.

Agency discounts are common in Europe, where agencies and buying services purchase media time and space in bulk and then sell it to clients. Agencies with the most volume command the deepest discounts under that system.

The concept of agency discounts last surfaced in the U.S. in early 1990, when Saatchi & Saatchi Advertising, New York—after being offered an agency discount by *First for Women*—broached the topic with its cli-

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Texas unleashes new ad probes

By Jennifer Lawrence

The Texas attorney general's office is going after national advertisers with a barrage of investigations.

Signaling a broad-scale industry investigation of advertising aimed at underage drinkers, Texas Attorney General Dan Morales last week requested samples of 1991 advertising from six companies: Adolph Coors Co., Bacardi Imports, Jos. E. Seagram & Sons, Anheuser-Busch Cos., Heublein and Miller Brewing Co.

A Nov. 20 letter from Texas Assistant Attorney General Stephen Gardner asked the companies to provide the ads by Dec. 2 and to attend individual meetings in Dallas on the issue the week of Dec. 9.

In letters also dated Nov. 20, Mr. Gardner told NBC and four advertisers that bought time on its recent sports special, "Jock Spots," that his office is investigating the "connection between paid commercial time for a number of products and the placement of those products within the NBC's 'Jock Spots' program."

The investigation isn't limited to that one instance, the letter said.

The advertisers who received the letter are Bristol-Myers Squibb Co., Nike, Coca-Cola Co. and Sara Lee Corp.

Texas' multipronged attack makes it clear that states won't back away from regulating national advertising —even as federal agencies exercise more muscle and advertisers complain of having to answer to 50 states.

Until recently, the federal

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A Right to Life spot in Michigan recites statistics about abortions and couples waiting to adopt.

Abortion ads to heat up election year

By Cleveland Horton

As the presidential election year approaches, the highly charged issue of abortion is becoming the subject of an increasing number of ad campaigns.

Although recent efforts have surrounded specific legislation, these campaigns offer a glimpse of the strategies proponents and opponents of abortion rights plan to follow. They also indicate the willingness of organizations on both sides to spend money on media blitzes to further their viewpoints.

With 435 congressional and 35 U.S. Senate seats up for grabs, along with a dozen governorships and many other state offices, the amount of abortion-related advertising is virtually guaranteed to grow.

Adding fuel to the fire, the U.S. Supreme Court is close to considering a case many expect could produce a decision overturning its landmark *Roe vs. Wade* decision, which struck down restrictive state abortion laws in 1973.

Last week in Michigan, the state chapter of Right to Life launched a statewide campaign supporting adoption as an alternative to abortion. The TV campaign is scheduled to run through mid-January on 18

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Coke thinks regional in U.S.

GSD&M gets Texas ads; marketer may take bye on Bowl

By Alison Fahey and Jennifer Lawrence

As Coca-Cola USA gears up for its first global ad campaign, the soft-drink marketer is retooling its U.S. marketing and media strategies.

Underscoring a new emphasis on regional marketing, Coca-Cola recently tapped GSD&M, Austin, Texas, to create advertising for Coca-Cola Classic in Texas.

In another unusual move, Coca-Cola is considering sitting on the sidelines during the upcoming Super Bowl XXVI.

GSD&M, a $150 million shop, was awarded the estimated $10 million Texas account. It's unclear whether Coca-Cola considered other agencies, including McCann-Erickson Worldwide, New York, longtime agency of record for Coca-Cola Classic.

The move appears to be yet another blow to McCann, which operates Houston and Dallas offices.

In September, Coca-Cola named Creative Artists Agency its "worldwide media and com. unications consultant," sparking speculation that McCann's role in the company's marketing efforts was diminishing.

"We are stepping up our emphasis and involvement in local activity."

"We are stepping up our emphasis and involvement in local activity, and we will be using local media and events where possible to accomplish this," M. Douglas Ivester, Coca-Cola Co. senior VP and president of Coca-Cola USA, told analysts last week in Atlanta.

One insider called the Texas effort, which may start as early as next spring, "a huge Texas initiative for Coke Classic and maybe other products." GSD&M couldn't be reached for comment.

McCann, which will continue to buy media

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NEWS SUMMARY

■ **Magazine publishers** are resisting a request from Leo Burnett Co. to grant volume discounts for a group of clients. 1

■ **Coca-Cola Co.,** readying its first global ad campaign, is stepping up local marketing activities in the U.S. 1

■ **The abortion issue** is becoming the subject of an increasing number of ad campaigns from groups on both sides as the presidential election year approaches. 1

■ **Long-distance telephone** marketers are offering an array of new incentives to win over customers. 3

■ **Lower-fat seafood products** will be introduced by Campbell Soup Co.'s Mrs. Paul's unit and by ConAgra. 3

■ **Military recruitment** ad budgets are expected to drop again next year. 3

■ **Joel Hochberg** will leave as president of domestic marketing at 20th Century Fox Film Corp. 3

■ **Straight Arrow Publishers** will introduce a new magazine, *Men's Journal*, next year. 4

■ **Henkel** will appoint a new international agency network for its European detergent advertising. 4

■ **Retailers** are cutting prices on key merchandise for the holiday season and are stressing value in their advertising. 10

■ **'First for Women'** will lower its rate base 40% in March to 1.5 million and will cut some ad rates. 10

■ **Anheuser-Busch** said as much as half of its $100 million increase in marketing spending next year, when it will tie in with the Olympics, will be a permanent budget increase. 12

■ **U.S. Olympic Committee** hopes to raise $2 million through fund-raising tie-ins with state lotteries. 12

■ **National Advertising Division** handled four challenges in its new review program for environmental claims. 26

■ **Small agencies** say the recession will continue well into 1992, according to the League of Advertising Agencies. 26

■ **Lipton** is introducing Wish-Bone Healthy Sensations! fat-free salad dressings later this year. 27

■ **Frito-Lay** is testing three new cracker brands. 27

■ **TV advertising** is more highly regarded by consumers than five years ago, according to a worldwide study. 28

■ **Home Box Office** is being expanded by Time Warner into Latin America and Hungary through partnership deals. 28

■ **Cineplex Odeon** said two movie complexes in Canada are showing second-run movies timed to coincide with the release and promotion of home video versions. 28

■ **Polaroid** said its value-oriented strategy will lead to a 46% increase in camera sales this year. 33

■ **'National Geographic'** signed Chrysler Corp. as exclusive sponsor of a new editorial section, "On Television." 35

■ **Japanese TV networks** will run a number of programs observing the 50th anniversary of Pearl Harbor. 37

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Olympic test for CBS

New teams must sell remaining inventory

By Joe Mandese

The first test of a new sales structure for CBS will be selling the remaining slots in the network's 1992 Winter Olympics programming.

In shifting Dec. 1 to an account team approach from a traditional daypart sales system, CBS is under the gun to sell the rest of its Olympics inventory.

With less than three months before the Games start airing on Feb. 8, about 15% of the inventory remains unsold. That 15% will be the hardest to sell because it's unlikely advertisers coming in this late would commit to full category sponsorships.

Those sponsorships, which can cost as much as $50 million, are usually bought well in advance to build on heavy pre-Olympics marketing programs.

Key categories still unsold include fast-food and financial services. CBS was also unable to sell half of the beer category to Miller Brewing Co., which only bought one-third. Anheuser-Busch had already purchased the other half.

Sold categories include airline (Delta Air Lines and United Airlines); computer (Apple Computer); telecommunications (AT&T Co. and US Sprint); and import car (American Honda Motor Co. and Subaru of America). There have been substantial buys from the U.S. Army and Bugle Boy Industries.

CBS will have to sell the remaining inventory based on straight media value, which will be difficult in the current network marketplace.

"That will be our first-quarter mission," said Senior VP-Sales Joseph Abruzzese, who called the new structure the "perfect way" to sell the inventory.

Under the system, sales executives can cross-sell any daypart they want. Previously, moving across dayparts required going higher up the sales ladder.

Currently, first-quarter costs per thousand for prime-time inventory on the Big 3 networks average about $7.50, half the prime-time Olympics CPM of $15.

To help preserve Olympics rates, CBS is expected to heavily package that inventory with other dayparts, primarily prime time and other first-quarter sports, including the National Football League playoffs, Super Bowl and the National Collegiate Athletic Association basketball championship tournament.

For example, CBS recently cut an estimated $10 million first-quarter deal with Merrill Lynch & Co. for a buy that includes the Super Bowl and Olympics.

The network also cut a small multiple-daypart/Olympics deal with Rubbermaid.

Those deals were straight media buys and don't include the marketing extras category sponsors get.

CBS is also expected to try to shift advertisers out of some heavily sold prime-time shows, including its hot Monday night schedule, into the Olympics. That would free up valuable inventory for other packages.

The network has very little first-quarter prime-time inventory because it was so heavily sold during the upfront selling season.

CBS' new sales system is timed to be in place well in advance of the 1992-93 upfront season.

The network will rely on five account teams to sell all dayparts. Each team will get two major agencies and a mix of smaller ones. Currently, account execs in each daypart call on a mix of agencies and clients.

Daypart managers still will set prices in each daypart, but Mr. Abruzzese said the account team leaders can depart from those guidelines to close important deals, providing they have a good rationale.

NBC is closely monitoring the new system's performance, but ABC's sales management has said it's opposed to such changes. □

Oh boy

Bugle Boy Industries' ad agency speaks for itself to young men about Bugle Boy colored denims in an eye-popping new campaign scheduled to break nationally this week on MTV: Music Television. The first in a series of four commercials created by DDB Needham Worldwide, Los Angeles, pairs steamy shots of scantily clad young women with a humorous message from the agency. The client, it says, "wanted to show a bunch of male models. We said showing nothing but beautiful women would work better." The commercial ends with the line: "We know what guys like."

McCaffrey seeks top creative exec

By Gary Levin

McCaffrey & McCall is under pressure to find a top creative director quickly as the agency fights to keep two of its largest accounts.

John Doig, 42, McCaffrey's deputy chairman and chief creative officer, last week said he will join Earle Palmer Brown Cos.' Bethesda, Md., office as exec VP-creative director.

Robert Cherins, chairman-ceo at McCaffrey, said Mr. Doig's departure was anticipated for several months and is unrelated to the review of Mercedes-Benz of North America's $100 million account or the $30 million Bacardi Imports review.

Mr. Cherins said he hopes to replace Mr. Doig soon. Just how soon that happens will have some bearing on the New York-based agency's ability to keep those accounts and win new business.

For example, the agency is competing with several other shops for Compaq Computer Corp.'s $30 million North American account, now at Ogilvy & Mather, Houston.

"The times are not ideal, but people still want to get into a situation like this with an equity opportunity," Mr. Cherins said. "There's healthy interest, and that's been surprising."

"Given the state of the economy now and the lack of jobs at that level . . . there are better people available than there were," said Judy Wald, president of the Judy

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CONSUMER MAGAZINE AD LINAGE

	October 1991	October 1990	Year-to-date 1991	Year-to-date 1990
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	164.5	132.1	1,318.4	1,456.0
Automobile Magazine C.	65.3	69.2	664.0	643.9
Car & Driver C.	99.5	119.9	1,053.0	1,085.6
Car Collector & Car Classics	24.0	20.0	224.0	211.0
Car Craft	52.6	85.7	592.4	712.8
Circle Track	65.9	68.3	796.4	803.8
Cycle	34.7	37.1	409.2	408.1
Cycle World	47.0	36.2	472.6	444.2
Dirt Rider	40.6	50.3	404.1	421.7
Dune Buggies & Hot VWs	84.7	86.4	725.3	738.4
Easyriders	37.4	28.8	385.6	281.4
Family Motor Coaching	150.7	145.7	1,613.4	1,678.3
Four Wheeler C.	76.4	83.0	771.3	828.4
Hot Rod C.	46.7	68.0	616.1	681.4
Motorcyclist	27.6	31.2	443.3	414.7
Motor Trend C.	61.3	94.3	683.4	763.0
Motorhome	81.8	96.7	816.7	1,058.0
Petersen's 4 Wheel	68.4	88.1	710.7	832.2
Rider	23.3	25.8	310.1	328.9
Road & Track C.	88.1	110.3	897.5	945.8
Trailer Life	70.0	89.1	816.9	926.6
Total Group	**1,410.6**	**1,565.8**	**14,724.3**	**15,664.0**
% change	**-9.9%**		**-6.0%**	
■ Boating & yachting				
Boating	84.8	97.9	929.9	1,215.1
Chesapeake Bay	40.5	51.0	327.2	435.0
Cruising World	174.2	190.2	1,072.7	1,159.8
Lakeland Boating (11X)	51.0	55.5	624.5	761.3
Motor Boating & Sailing	80.7	92.3	937.7	1,161.4
Sail	106.0	84.9	1,001.8	1,053.8
Sailing World	57.2	61.0	480.8	540.5
Trailer Boats (11X)	35.8	28.8	500.5	599.6
Yachting C.	126.5	152.5	1,163.6	1,366.3
Total Group	**756.6**	**814.1**	**7,038.5**	**8,292.8**
% change	**-7.1%**		**-15.1%**	
■ Civic/fraternal				
Elk (10X)	17.2	19.9	146.0	145.7
Kiwanis (10X)	18.9	18.6	166.6	155.5
Lion (10X)	10.9	6.5	75.3	49.5
Rotarian	18.2	23.8	151.8	165.6
V.F.W. (11X)	30.7	31.8	252.4	259.0
Total Group	**95.9**	**100.6**	**792.1**	**775.3**
% change	**-4.6%**		**2.2%**	
■ General				
American Health (10X) C.	38.1	25.3	269.4	353.1
American Heritage (8X) C.	51.4	—	293.2	262.4
American Legion	32.3	40.5	349.8	351.7
Archaeology (6X)	—	—	153.2	159.5
Art & Antiques (10X) C.	44.0	131.3	437.6	684.6
ARTnews (10X)	79.8	138.8	684.5	965.6
The Atlantic A. C.	75.4	68.9	520.1	544.3
Bon Appetit A. C.	100.5	91.0	731.9	819.5
Buena Salud	26.8	39.2	277.0	188.3
Cable Guide C.	21.2	36.5	246.0	281.8
Caribbean Travel & Life (7X)	—	—	272.6	202.7
Conde Nast Traveler C.	156.3	126.8	856.4	858.8
Connoisseur C.	57.2	88.9	412.5	582.1
Consumers Digest (6X) C.	—	—	111.6	130.7
Cooking Light C. (7X)	—	—	314.9	295.0
Country America (10X) C.	42.4	44.8	361.5	257.3
Departures N. America (6X)	61.6	58.0	276.5	219.4
Ebony C.	74.0	72.7	764.4	851.8
Endless Vacation (8X) C.	26.9	23.9	184.9	228.7
European Travel & Life (10X) C.	44.7	56.1	335.4	418.4
Food & Wine C.	65.3	58.7	445.4	546.0
Golden Years (6X)	—	—	155.1	173.5
Gourmet C.	136.2	166.7	893.1	1,027.0
Harper's Magazine A. C.	36.8	35.5	308.3	314.9
Islands (6X)	—	—	405.6	324.7
Kiplingers Personal Finance C.	71.6	56.9	483.3	539.6
Let's Live	36.0	56.0	409.0	492.0
Life C.	44.5	39.3	390.5	521.6
Longevity C.	50.4	38.3	445.5	362.7
Mature Outlook (6X) C.	—	—	217.3	194.2
Modern Maturity (6X) C.	40.3	46.4	168.4	194.5
Money C.	131.5	104.2	959.4	981.0
National Geographic C.	24.4	27.0	233.0	222.4
National Geographic Traveler (6X) C.	—	—	214.0	224.3
Natural History C.	38.1	55.4	318.6	411.9
New Choices C.	41.1	29.2	272.5	286.5
Prevention C.	37.4	44.7	386.5	463.0
Reader's Digest A. C.	85.2	87.6	701.8	863.6
Sat. Evening Post (9X) C.	41.7	46.7	209.9	271.5
Smithsonian C.	89.8	102.4	679.0	780.3
Spin C.	61.0	51.5	476.9	425.6
Town & Country C.	131.8	190.4	835.7	1,260.4
Travel-Holiday C.	51.6	52.6	395.4	372.2
Travel & Leisure C.	163.3	138.1	1,095.3	1,129.0
Travelhost A.	115.2	118.0	1,231.4	1,231.5
US Magazine C.	36.2	81.7	362.0	588.6
Utne Reader (6X)	60.2	52.0	240.8	207.8
Vanity Fair C.	193.9	210.5	1,082.8	1,171.6
The Walking Mag. (6X) C.	41.1	29.6	174.7	111.7
Yankee C.	75.4	85.3	560.8	638.0
Total Group	**2,832.4**	**3,047.0**	**22,605.5**	**24,987.2**
% change	**-7.0%**		**-9.5%**	
■ Home				
Architectural Digest A. C.	150.6	192.2	1,031.2	1,498.7
Better Homes & Gardens C.	131.0	112.9	1,037.8	1,022.8
Colonial Homes (6X) C.	53.9	61.9	240.9	250.6
Columbus Monthly-Homes (4X)	19.5	25.6	83.9	114.5
Country Home (6X) C.	68.2	75.1	301.9	303.5
Country Life (6X)	—	—	239.8	254.7
Country Living C.	97.0	99.2	782.8	894.1
Decorating Remodeling (8X) C.	61.7	65.8	308.0	360.5
Family Handyman (10X) C.	46.3	44.2	404.0	337.3
Flower & Garden (6X)	—	—	163.9	142.4
HG C.	131.6	157.4	747.8	877.4
Home C.	66.2	79.7	464.4	563.6
Home Mechanix C.	49.7	62.8	379.8	477.8
Horticulture (10X)	42.0	31.4	384.0	416.2
House Beautiful C.	87.0	80.9	604.7	612.4
Metropolis (10X)	73.5	78.8	435.9	497.9
Metropolitan Home C.	90.5	107.4	677.3	922.2
Midwest Living C.	72.7	61.9	348.6	339.7
Organic Gardening (9X) C.	—	—	338.3	319.6
Phoenix Home/Garden	68.3	66.7	510.7	636.0
Practical Home-owner (9X) C.	46.0	51.1	397.3	365.9
San Diego Home/Garden	67.1	75.3	619.7	713.7
Southern Accents (11X) C.	78.2	82.0	408.1	606.1
Southern Living C.	116.9	110.7	993.4	1,042.3
Sunset Magazine A. C.	118.4	142.9	1,133.4	1,227.2
Workbench (6X)	—	—	150.9	130.8
Total Group	**1,736.6**	**1,865.9**	**13,188.2**	**14,927.7**
% change	**-6.9%**		**-11.7%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	184.6	211.6
Alaska Airlines	57.6	68.0	532.9	711.3
America West Airlines	53.0	82.0	626.8	800.7
American Way (24X) C.	215.0	177.3	1,334.6	1,450.7
Continental Profiles	46.6	56.0	396.9	502.5
Delta Sky C.	71.5	84.6	644.2	715.4
Pan Am Clipper	25.5	53.3	286.7	451.4
Southwest Spirit	52.7	66.5	544.7	544.6
Spirit of Aloha	36.0	32.3	350.6	341.0
TWA Ambassador (10X)	35.2	37.0	252.6	373.0
United Vis 'A Vis	87.3	90.5	695.1	715.5
US Air Magazine	79.9	86.8	660.3	652.3
Total Group	**760.3**	**834.4**	**6,510.0**	**7,470.0**
% change	**-8.9%**		**-12.9%**	
■ Men's				
Esquire A. C.	109.6	120.1	732.9	999.9
Firehouse Magazine	44.2	38.4	426.7	385.3
Gentlemen's Quarterly A. C.	173.4	211.5	1,273.9	1,615.3
M Inc. C.	84.6	82.3	552.3	702.6
Men's Fitness	41.5	28.7	363.4	271.1
Men's Health (6X)	—	—	123.1	135.4
Muscle & Fitness C.	115.2	103.2	1,172.2	1,036.9
Penthouse A. C.	55.8	50.3	619.5	518.2
Playboy A. C.	71.5	63.0	612.5	568.5
Popular Mechanics C.	77.6	90.7	592.5	682.9
Total Group	**773.3**	**788.1**	**6,469.0**	**6,916.0**
% change	**-1.9%**		**-6.5%**	
■ Metropolitan				
Aloha (6X)	—	—	190.0	233.7
Annapolitan	63.8	77.9	421.3	656.2
Atlanta	60.8	77.8	682.1	729.0
Baltimore	56.8	64.4	458.8	571.6
Boston	79.3	111.9	778.1	1,026.7
Chicago	120.0	114.8	754.7	880.0
Chicago's North Shore	75.6	86.1	757.9	891.0
Cincinnati	64.2	65.8	345.8	427.0
Cleveland	59.9	40.5	427.1	432.8
Columbus Monthly	52.4	88.3	449.9	631.5
Connecticut	65.1	87.2	596.3	837.5
D/Magazine	60.0	60.6	497.7	547.1
Detroit Monthly	83.0	76.0	470.0	582.0
Diablo	56.0	45.1	550.2	645.3
Grand Rapids	22.0	31.8	248.7	339.9
Honolulu	41.8	46.0	498.2	546.7
Houston Metropolitan Mag.	117.5	105.6	678.7	685.7
Inside Chicago (8X)	—	—	99.1	140.8
L.A. Style	102.3	133.0	796.4	1,178.0
Los Angeles	134.4	157.2	986.1	1,375.9
Louisiana Life (6X)	—	—	149.7	150.1
Louisville	49.2	47.4	428.2	410.9
Madison	28.0	46.0	336.0	456.0
Memphis	78.8	50.5	544.4	543.6
Mid Atlantic Country	57.9	54.9	551.8	494.6
Milwaukee	59.7	70.5	555.0	592.0
Minneapolis/St. Paul	95.8	116.1	845.8	1,018.2
Minnesota Monthly Mag.	58.9	61.2	524.5	629.0
New Jersey Monthly	78.2	73.9	481.4	668.3
New Mexico	37.8	47.5	419.0	441.8
New York Woman (10X)	37.5	66.2	270.5	397.6
Ohio	63.3	70.1	482.5	549.6
Orlando	69.7	93.4	819.9	902.0
Pacific Northwest (11X)	47.7	55.3	306.0	478.8
Palm Beach Life	31.3	40.3	344.7	555.0
Palm Springs Life	93.6	94.1	1,165.4	1,225.2
Philadelphia	100.9	115.5	1,047.1	1,228.9
Phoenix	35.5	33.3	283.3	353.1
Pittsburgh	56.8	69.7	608.7	643.3
Rhode Island Monthly	48.6	59.3	391.1	549.9
Sacramento Magazine	53.3	71.1	481.7	646.3
St. Louis	48.9	43.6	421.7	441.7
San Diego	111.7	123.7	981.8	1,299.7
San Francisco Focus C.	112.3	133.2	752.7	975.0
Sarasota (10X)	69.3	79.0	527.5	671.0
South Florida Magazine	73.5	71.6	497.7	792.6
Texas Monthly C.	156.8	143.7	1,106.1	1,125.0
The Washingtonian	105.5	151.1	953.7	1,285.4
Total Group	**3,175.3**	**3,551.9**	**26,964.7**	**32,883.1**
% change	**-10.6%**		**-18.0%**	
■ Music/entertainment				
Audio	247.2	306.7	881.9	1,045.2
Dance Magazine	51.5	46.8	533.7	524.1
Playbill	44.7	47.5	406.9	451.0
Premiere C.	51.5	71.3	542.1	619.6
Video Magazine	71.5	73.3	674.4	668.6
Total Group	**466.3**	**545.7**	**3,039.1**	**3,308.4**
% change	**-14.5%**		**-8.1%**	
■ Outdoor & sport				
Alaska	36.2	40.1	406.4	409.9
The American Handgunner (6X)	—	—	281.0	286.0
American Hunter	31.5	39.4	194.4	229.5
American Rifleman	25.9	32.3	222.9	255.4
Audubon (6X) C.	—	—	216.9	209.0
Backpacker (8X) C.	31.3	52.6	267.8	226.3
B.A.S.S. Times	10.1	13.4	144.0	148.6
Bassmaster (10X) A. C.	—	—	488.5	539.2
Bicycle Guide (9X)	64.0	48.0	488.0	445.8
Bicycling (9X) C.	67.9	78.8	801.3	875.1
Body Boarding (8X)	—	42.8	200.7	288.0
Ducks Unlimited (6X)	—	—	158.3	148.7
Field & Stream C.	68.4	60.5	644.5	665.6
Fishing World (6X)	—	—	134.1	195.7
Flex	93.2	69.3	812.7	649.0
Florida Sportsman	77.0	82.0	995.4	1,188.0
Golf Digest C.	94.1	82.9	1,019.1	1,089.8
Golf Magazine C.	53.8	65.9	880.1	966.8
Guns	52.0	49.0	394.0	415.0
Guns & Ammo	59.5	64.7	382.1	471.3
In-Fisherman (7X)	—	—	380.5	386.2
Outdoor Life C.	85.9	81.6	634.6	687.3
Outside Magazine C.	80.8	90.9	707.5	649.7
Petersen's Hunting	69.3	77.6	406.9	476.7
Runner's World (12X) C.	46.8	56.6	462.6	405.5
Salt Water Sportsman C.	53.4	69.9	779.3	959.7
Shooting Times	50.9	42.5	334.3	331.3
Sierra (6X)	—	—	223.4	178.6
Ski (8X) A. C.	178.2	166.7	643.8	620.9
Skiing (7X) A. C.	134.9	163.2	532.0	580.7
Skin Diver C.	98.9	98.9	1,199.7	1,217.4
Southern Outdoors (9X)	54.3	47.5	364.1	366.1
Southern/Western Links (6X)	—	—	188.7	158.9
Sport Magazine C.	25.2	50.7	302.9	320.8
Sports Afield C.	107.0	85.3	652.8	682.8
Surfing	50.7	81.0	593.5	745.3
Tennis C.	54.3	36.3	618.0	613.9
Volleyball (9X)	26.7	—	235.5	57.5
Waterski (10X)	—	—	524.0	571.0
Western Outdoors (9X)	27.0	21.7	209.3	274.0
Wind Surfing (8X)	—	—	361.0	412.9
Total Group	**1,909.1**	**1,991.9**	**19,486.5**	**20,399.9**
% change	**-4.2%**		**-4.5%**	
■ Photography				
American Photo (6X) C.	—	—	259.6	241.5
Outdoor Photographer (10X)	29.3	31.7	248.2	244.1
Petersen's Photographic	46.8	36.5	371.1	254.5
Popular Photography C.	110.1	112.3	1,060.4	1,018.2
Total Group	**186.2**	**180.4**	**1,939.3**	**1,758.2**
% change	**3.2%**		**10.3%**	
■ Science/electronic/mech				
Compute	78.1	98.8	681.2	98.8
Home Office Computing C.	30.7	48.0	331.8	446.4
Omni C.	74.8	74.3	557.7	502.7
Popular Science C.	67.7	67.3	588.0	625.5
Scientific American C.	45.1	49.3	481.7	416.7
Spectrum C.	37.2	56.4	421.6	510.4
Total Group	**333.5**	**394.1**	**3,062.1**	**2,600.5**
% change	**-15.4%**		**17.7%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A. C.	351.5	356.6	2,571.6	2,711.6
Child (10X) C.	81.4	66.8	480.7	457.7
Cosmopolitan A. C.	193.7	190.3	1,633.0	1,768.3
Elegant Bride (6X)	159.0	94.4	853.7	732.0
Elle C.	201.6	276.1	1,415.2	1,866.7
Essence C.	81.5	76.8	652.4	726.9
Family Circle (17X) A. C.	131.4	129.0	1,196.1	1,347.1
Glamour C.	152.0	180.8	1,389.7	1,556.0
Good Housekeeping A. C.	148.6	162.1	1,289.3	1,387.0
Harper's Bazaar C.	101.5	177.2	856.7	1,173.8
Imagen	109.2	128.1	748.0	997.0
Ladies' Home Journal C.	136.5	141.0	1,193.9	1,214.9
Lear's C.	56.1	64.1	395.1	523.6
Mademoiselle C.	95.2	122.0	1,067.6	1,275.9
McCall's C.	120.7	102.2	835.4	807.2
Military Lifestyle (11X)	63.7	86.1	545.8	645.9
Mirabella C.	100.9	134.1	761.4	885.8
Modern Bride (6X) C.	271.5	283.7	2,199.3	2,176.1
New Woman C.	62.6	115.8	609.6	788.9
Parenting (11X) C.	96.0	89.5	681.9	624.7
Parents Magazine A. C.	135.5	152.1	1,097.4	1,168.5
Redbook C.	117.9	96.2	889.5	949.6
Self C.	79.8	113.2	765.7	1,061.0
Seventeen C.	63.7	72.8	822.8	1,067.4
Shape C.	54.0	55.2	565.0	532.0
Soap Opera Digest (26X) C.	50.0	46.8	357.2	339.0
Teen Magazine	45.6	38.5	482.0	521.1
True Story A. C.	50.9	52.1	421.0	525.5
Victoria C.	60.4	71.8	413.9	459.2
Vogue C.	239.3	301.4	2,127.0	2,467.5
W Magazine (26X) C.	139.4	220.4	1,046.2	1,203.0
Weddings West (2X)	—	—	215.3	37.2
Weight Watchers C.	30.3	32.2	316.8	344.5
Woman's Day (15X) A. C.	119.5	178.8	1,022.5	1,163.6
Workbasket (6X)	—	—	126.4	76.4
Working Mother C.	78.7	61.8	559.7	602.8
Working Woman C.	67.9	101.1	659.9	836.5
Total Group	**4,047.7**	**4,572.9**	**33,264.5**	**37,021.8**
% change	**-11.5%**		**-10.1%**	
■ Youth				
Boys' Life C.	11.1	13.5	143.7	163.0
Campus Life (10X)	97.3	110.5	405.5	387.0
Total Group	**108.5**	**124.0**	**549.2**	**550.0**
% change	**-12.5%**		**-0.1%**	
■ Business/national				
Barron's	157.1	175.5	1,268.9	1,451.2
Black Enterprise C.	77.3	69.3	759.6	769.0
Business Week (52X) A. C.	523.7	591.8	2,789.2	3,436.9
Economist (52X) C.	274.1	247.7	1,982.8	2,201.1
Entrepreneur C.	151.0	177.1	1,630.6	1,682.1
Entrepreneurial Woman (7X) C.	44.5	44.7	329.9	258.7
Financial World (26X) C.	86.3	96.0	551.0	847.3
Forbes (26X) C.	466.3	697.1	2,784.3	3,184.8
Fortune (26X) C.	389.8	450.3	2,330.7	2,770.7
Frequent Flyer	33.0	37.7	337.9	401.5
Futures	41.5	56.5	396.5	410.2
Harvard Bus. Review (6X) C.	—	—	253.0	302.8
Inc. Magazine C.	117.8	126.5	781.2	910.7
Income Opportunities	82.0	89.2	714.1	745.3
Industry Week (23X) A.	88.2	97.8	732.7	897.5
Nation's Bus. (12X) A. C.	33.8	29.8	250.2	249.2
Success C.	54.3	37.5	369.7	286.7
Total Group	**2,620.6**	**3,024.4**	**18,262.2**	**20,805.9**
% change	**-13.4%**		**-12.2%**	
■ Business/regional				
Business Atlanta	54.8	63.0	450.3	633.0
Bus. First-Columbus (52X)	162.8	150.6	1,081.1	935.2
Bus. Jrnl.-Milwaukee (52X)	124.8	176.7	1,181.0	1,466.0
Bus. Jrnl.-Sacramento (52X)	90.0	109.5	821.5	906.8
Bus. North Carolina	30.7	35.5	318.0	407.3
Capital Dist. Business Review (52X)	61.9	88.6	765.1	726.8
Caribbean Business	117.6	104.8	978.3	1,188.1
Corporate Rpt. Minnesota	52.5	55.3	486.5	524.2
Crain's Chicago Bus. (52X)	142.4	200.9	1,109.9	1,447.3
Crain's Cleveland Bus. (52X)	156.0	194.0	611.1	759.1
Crain's Detroit Bus. (52X)	75.6	97.8	648.2	867.7
Crain's New York Bus. (52X)	97.0	123.0	631.0	699.0
Florida Trend (12X)	41.3	46.9	364.3	442.0
Georgia Trend	39.7	46.8	340.7	425.9
Grand Rapids Bus. Jrnl.	54.7	61.9	523.8	548.4
Hawaii Business	47.7	45.2	519.9	566.7
Houston Bus. Jrnl. (52X)	134.5	132.7	1,216.2	794.2
Indianapolis Bus. Jrnl. (52X)	105.2	179.4	1,292.5	1,549.5
Nashville Business & Lifestyle	15.7	28.9	193.8	346.7
New England Bus. (12X) A.	18.5	48.2	217.5	331.5
New Orleans City Bus.	92.0	47.8	790.4	545.0
Pacific Bus. News (52X)	121.4	172.5	1,128.0	1,132.4
Philadelphia Bus. Jrnl (52X)	121.4	155.8	866.7	959.2
Pittsburgh Bus. Times (52X)	58.1	120.0	498.3	895.7
Providence Business News	61.5	60.6	626.4	602.3
Regardie's/Washington (7X)	70.0	108.0	497.0	884.0
St. Louis Bus. Jrnl. (52X)	138.2	193.7	1,263.2	1,114.8
Warfield's/Maryland (26X)	66.7	56.7	573.4	593.5
Total Group	**2,352.4**	**2,904.8**	**19,993.8**	**22,292.3**
% change	**-19.0%**		**-10.3%**	
■ National Sunday mags				
Parade (52X) C.	68.0	75.5	619.2	593.8
USA Weekend (52X) C.	73.7	58.1	562.7	558.2
Vista Magazine (12X)	32.5	40.2	163.6	226.0
Total Group	**174.3**	**173.7**	**1,345.5**	**1,378.0**
% change	**0.3%**		**-2.4%**	
■ Newspaper Sunday magazine				
Boston Globe	161.5	197.4	1157.6	1583.1
Chicago Tribune	145.4	155.7	1,042.8	1,255.6
Cleveland Plain Dealer	49.2	65.0	440.7	608.2
The Dallas Morning News	57.2	68.2	468.0	548.1
Detroit Free Press	34.0	56.0	344.0	522.0
L.A. Times C.	130.0	173.7	799.3	844.9
New York Times Mag. C.	329.5	377.6	2,283.0	3,056.5
Philadelphia Inquirer	83.1	95.2	672.1	927.2
Seattle Times	67.0	99.0	690.0	819.0
St. Louis Post Dispatch	89.1	84.1	820.5	790.9
Toledo Blade Magazine	20.5	32.9	302.0	346.7
Washington Post	71.4	103.0	731.0	1,065.8
Total Group	**1,238.0**	**1,507.8**	**9,751.0**	**12,367.9**
% change	**-17.9%**		**-21.2%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	143.7	151.4	1,747.7	1,516.9
Army Times Military Group:				
Air Force Times (52X)	147.5	191.1	1,424.7	1,586.5
Army Times (52X)	146.0	194.5	1,391.7	1,580.8
Navy Times (52X)	153.1	201.3	1,487.0	1,675.3
Capper's (26X)	35.0	32.8	283.4	291.1
Commonweal (22X)	3.8	4.5	59.7	78.4
Entertainment Weekly (52X) C.	112.2	67.4	734.0	678.6
Golf World (41X) C.	92.7	71.9	1,298.8	1,272.5
Grit (52X) A.	38.7	40.1	319.5	375.8
Jet (52X) C.	79.0	112.0	858.4	881.9
National Journal (50X) C.	68.2	87.7	479.0	579.5
National Review (25X)	32.1	66.1	323.0	311.0
New Republic (48X)	45.0	47.4	381.9	383.4
New York Mag. (50X) C.	229.6	296.5	1,728.8	2,072.0
New Yorker C.	241.4	304.8	1,424.9	1,777.3
Newsweek (52X) A. C.	222.5	255.1	1,495.7	1,797.8
People (51X) C.	318.0	310.0	2,492.9	2,804.6
Rolling Stone (25X) C.	239.7	184.4	1,379.2	1,537.2
Sporting News (52X) C.	51.7	61.2	380.3	429.7
Sports Illustrated (52X) A. C.	287.2	279.1	1,828.0	2,085.8
Time (52X) A. C.	235.0	364.9	1,669.5	2,158.9
TV Guide (52X) A. C.	188.5	229.3	1,939.7	2,416.1
U.S. News & World Report (50X) A. C.	254.5	290.7	1,539.1	1,615.4
Total Group	**3,365.0**	**3,844.2**	**26,666.8**	**29,906.6**
% change	**-12.5%**		**-10.8%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

TV ads gaining favor worldwide

By Pat Sloan

NEW YORK—TV advertising is more highly regarded today by consumers than five years ago, according to a global research study released by BBDO Worldwide.

The study, based on phone and in-person interviews with more than 5,000 consumers ages 18 to 49 in 32 countries, showed 71% view advertising as better than it was five years ago, while only 8% think it's worse. The study, conducted in late 1990, measured attitudes toward TV advertising in general and in 13 specific product categories.

TV advertising also got high marks for entertainment and information value.

"Despite consumers' criticism and complaints, despite increased media clutter and despite the perception that advertising creativity has suffered in the wake of the megamergers of the 1980s, it seems that people around the world have very favorable attitudes toward TV advertising," said Karen Olshan, BBDO exec VP-director of research services.

Ms. Olshan acknowledged that the study found the greatest net attitudinal improvement among consumers in less developed countries and the least in more developed nations.

In Malaysia, for example, net improvement in the way advertising is perceived was more than 85%, while in the U.S. it was just 15%. Net improvement was calculated by deducting the number of respondents who felt advertising was worse from the number of those who felt it was better.

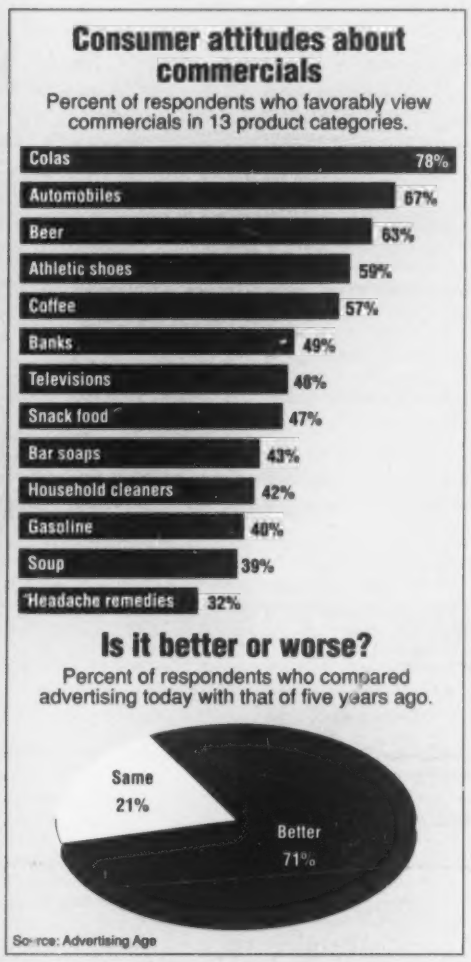
Of the product categories studied, BBDO found cola advertising to be the most popular worldwide with marks of excellent or good from 78% of respondents.

Automobile, beer and athletic shoe ads followed; at the bottom were bar soaps, household cleaners, gasoline, soup and, least favorite, headache remedies.

The study, also broken down by country, found that 70% of Americans see TV advertising as entertaining and 73% informative. The two negatives cited by Americans were "commercials often treat people as if they're not very smart" (81%) and "commercials often mislead consumers about products" (79%).

"This extremely positive general characterization of advertising . . . clearly indicates that even Americans are open to advertising—they are ready to listen and be entertained. It's up to advertisers and their agencies to captivate and motivate these consumers," Ms. Olshan said.

The study had an margin of error of plus or minus 1.2 percentage points on a worldwide basis and 6.6 within a specific country. □



CYNTHIA WATSON

HBO extends reach

Hungary, Latin America get pay channel

By Richard Bruner and Nancy Giges

Time Warner is expanding its Home Box Office pay cable channel beyond the U.S.

The company this fall entered Hungary in a partnership with US West and United International Holdings, launching HBO as the country's first pay entertainment channel.

GLOBAL NEWS

Time Warner owns 50% of the joint venture, Kabelkom, which plans to launch an ad-supported channel for cable systems next spring.

Also, Time Warner has entered Latin America in a 50-50 joint venture with Omnivision Latin-american Entertainment.

The Spanish-language service, HBO Ole, is airing throughout Latin America and the Caribbean.

"It was coincidental that the two services launched at about the same time," said June Winters, director of corporate affairs at HBO. "We've been investigating [foreign markets] for a long time. For the past two, two and a half years, we've been making quick progress. The world has changed, and that has helped to open up some doors."

HBO's interest outside the U.S. goes beyond pay channels.

"We are investigating every possibility and in lots of different markets," Ms. Winters said, adding that Asia and Southeast Asia are of special interest.

Time Warner is also looking at entering Czechoslovakia and Poland with HBO and has done a feasibility study in Czechoslovakia, said Robert M. Leighton, Kabelkom's Budapest-based managing director of programming.

The regulatory environment is more hospitable in Hungary than in other Eastern European countries, Mr. Leighton said.

Currently, HBO offers 6 hours of films, usually from 6:30 p.m. to 12:30 a.m. About half the movies are subtitled and half dubbed.

The second, ad-supported channel will probably start with 6 hours of entertainment programming, Mr. Leighton said. □

Theaters try 'videos'

By Barry Brown

TORONTO—Cineplex Odeon has found a way to benefit from the popularity of videocassette players.

The theater chain was about to close two movie complexes in Edmonton and Calgary, Alberta, because of low attendance when it decided to show second-run movies.

MOVIE

"Someone in publicity suggested we could piggyback on the video promotion," said Marci Davies, Cineplex's director of marketing.

Cineplex started the program, called Encore Cinema, in August in Edmonton and October in Calgary. This month, four complexes in Toronto were added.

The second-run films are timed to take advantage of the video releases' advertising and promotion, Ms. Davies said.

Radio spots and a promotion with *The Toronto Sun*, both handled in-house, supported the Toronto opening.

The theaters show such fare as "Silence of the Lambs" and "Thelma & Louise" for $1.60 in Toronto and 80¢ elsewhere.

The idea, Ms. Davies said, "is to get people out who did not see [the movie] and would rather enjoy it in a movie theater environment than pick up a video and watch it on TV."

The concept "has been a phenomenal success [in Edmonton and Calgary], and it's been building in Toronto as people hear about it," she said.

Because concession sales form a "much greater" share of the theaters' revenues than ticket sales, the discount prices have been a tremendous success in drawing moviegoers who then spend money on snack foods, she said.

Ms. Davies noted that discount movie houses are more common in the U.S., but she said she's "not aware of any plans to put Encore in the U.S. right now."

Cineplex plans to open another Encore in Edmonton by yearend. □

'Whore' video gets 2 versions

By Marcy Magiera

A film titled "Whore" might easily be shunted away in the corner video store's adult section. Add its NC-17 rating and that's almost a sure bet.

To avoid that death sentence, Vidmark Entertainment will release the controversial arthouse film in two R-rated video versions, one without the potentially offending title. Then it will try to appeal to parents by marketing "Whore" as the educational flip side to "Pretty Woman's" glamorized look at prostitution.

"Whore" stars actress Theresa Russell in the gritty story of a young single mother who becomes a prostitute to support herself and her child, then must escape her violent pimp. The movie, from Vidmark's Trimark Pictures, opened Oct. 4 and is still playing in a few theaters.

The video, which hits stores Jan. 22, will open with a public service announcement for Children of the Night, a non-profit group that helps teenage runaways.

In return, Lois Lee, director of Children of the Night, will appear on talk shows promoting "Whore" as a film parents should watch with their troubled teens.

To ensure its inclusion among mainstream movies on video store shelves, Vidmark will release "Whore" in two R-rated versions. One version will carry the original title; the other will have the same packaging but the title "Whore" will be replaced with "If you can't say it, just see it."

That was the tagline Trimark used in its movie marketing campaign this fall.

The title change was made "for some retailers who are sensitive," said David Bowers, Vidmark VP-public relations. Likewise, "the 'R' rating was needed so that people who wanted to see the movie, but don't feel comfortable renting an NC-17 [film], could see it," he said.

The company plans to spend $500,000 on a trade campaign to video retailers. It hasn't yet set plans for consumer advertising, Mr. Bowers said.

Vidmark creates its ads in-house. International Communications Group, Los Angeles, handles media buying.

Vidmark will also release "Whore" on video in its original NC-17 form, and a more explicit, unrated version. □

Social messages urged in product placements

By Marcy Magiera

The newly formed Entertainment Resources & Marketing Association is trying to polish the product placement industry's image by urging members to place positive social messages, along with leading brands, in movies and TV shows.

"We're going to be using our influence to talk up [social causes] with the creative people," said Frank Devaney, president of the association and senior VP at Rogers & Cowan, Burbank, Calif., a public relations and product placement company.

Association members such as Anheuser-Busch Entertainment Marketing are urging film and TV executives to incorporate responsible drinking messages in scenes where A-B products are used, he said.

All the association's 17 members will start to promote "social issues in general," such as safe sex and anti-gang messages in scenes where they're appropriate, Mr. Devaney said. For example, a waiting room set could be decorated with posters warning of the dangers of smoking or gang violence, instead of generic artwork.

The association was formed in September in an attempt to legitimize the product placement business. A-B and AT&T Co. are the only advertiser members; the rest are mainly product placement companies.

The group denies its formation was in response to a Federal Trade Commission investigation of product placement. The FTC began reviewing the practice in May at the request of the Center for the Study of Commercialism. □